

REP HEADLINE# 6300298
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG28/12 19.13
*** WFLA-TV ***

ADV # ADV. NAME POLI/C MACK/R/SEN/FL REP.# OFF.# SALESMAN #
AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)
BLAUVELT, NY 10913

ORDER # CONTRACT # 6300298 CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST#437 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP3/12 SEP7/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG28/12 19.13

REP: NEW ORDER
TTL \$10,000 @5X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
FRIENDS OF CONNIE MACK

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = AGENCY EST# = 437
AGENCY PRODUCT CODE =

LINE	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			600P-630P	30		\$2,000.00	9/3	9/7	5		M-F	5

PROGRAM : NEWS 6P
RA35+ : 8.0
CON COM1: NEWS 6P

SEP/12 10000.00 CONTRACT TOTAL 10000.00
TOTAL SPOTS 5

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: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

MARKET TOTALS \$35,100 WFLA 28% WFTS 16% WTSP 21% WTVT 35% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- SEP/11

DEMOS- RA65+*

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 757 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Connie Mack/ R/ Senate/ FL	Submission Cost:	10000	Campaign Ref:	E:120830024
Buyer:	..	Client/Product/Estimate:	.. / 1437	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 09/09/12	Weeks:	1	Order Ref:	06300298
Est./PO Number:	06300298	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Frids Of Connie Mack	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/03	Total	Cost
1	M-F 6p News MTWTF..	02	2000	30 Comme		5	5	10000
Weekly Totals: Total Spots(Ord Spots)						5	5	

Grand Totals

		Month 9 Weeks: 5	
Totals		09/03	
Spots	5		5
Cost	10000		10000

Grand Totals:

Spots:	5
Gross Total:	10,000.00
Commission:	1,500.00
Net Total:	8,500.00